

KANSAS WIC INFORMATION MEMORANDUM
KANSAS-WIC-I-2020-07

TO: Parent and Sub-Agencies

FROM: Dave Thomason
Nutrition & WIC Services Director

DATE: April 29, 2020

RE: State Agency Staff Change
WICShopper App Survey Results
Breast Pump Bag Tags
Nutrition Assessment Committee
KWIC Report Instructions
FDA Announces Nutrition Facts Label Educational Campaign
Thank you!
Educational Opportunities

State Agency Staff Change

Ashley Waldo, who was in the WIC Administrative Specialist position has changed positions within the WIC program. Ashley is now a WIC Vendor Manager, formally Janna Gunckle's position. Ashley will be the lead administrative staff member for the following counties: Barber, Barton, Butler, Coffey, Comanche, Cowley, Douglas, Edwards, Elk, Finney, Harper, Johnson, Kearny, Kingman, Kiowa, Lyon, Miami, Pratt, Rice, Stafford, Stanton, & Wilson.

Ashley's contact information is Ashley.Waldo@ks.gov and 785-296-1325.

Until further notice, continue to contact other state staff as indicated in the February 2020 I-Memo for assistance.

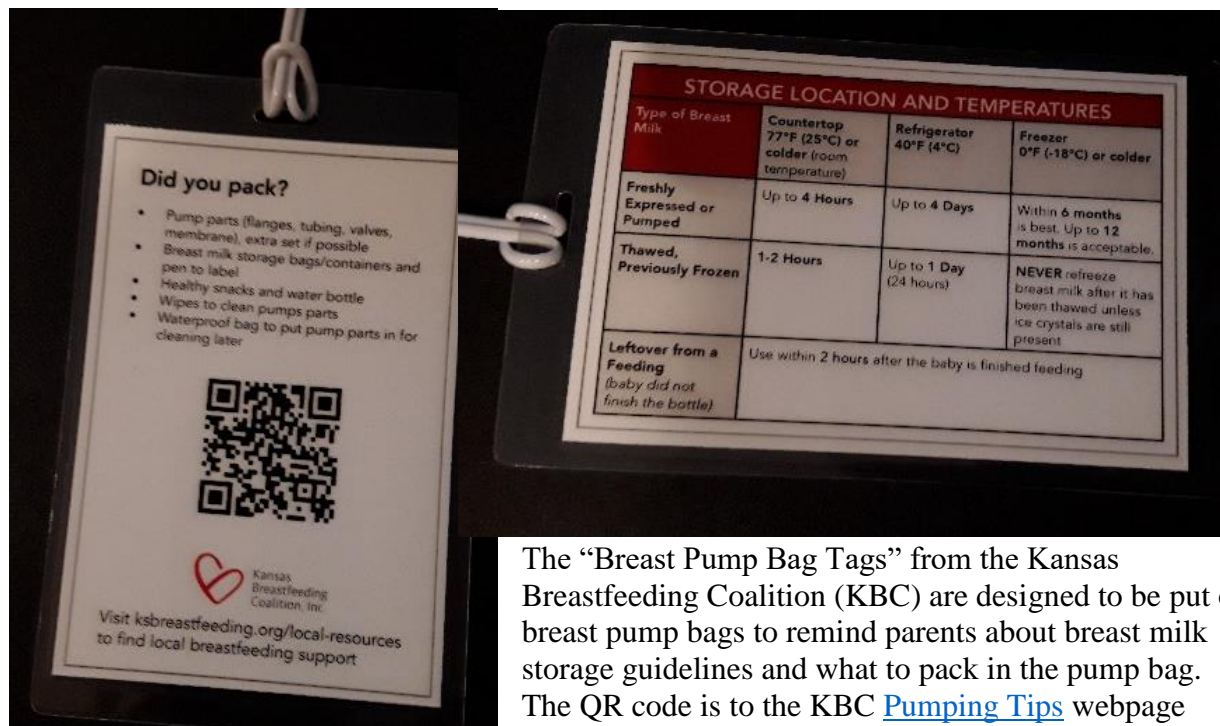
ACTION REQUIRED: Please notify all staff.

WICShopper App Survey Results

During the month of September and October, clients who use the WICShopper app had the opportunity to take part in a survey regarding barriers to the WIC program. Clients were surveyed about trouble attending appointments and what hinders them, potential solutions to barriers and an opened question where they could provide feedback about the WIC program. At the end of the survey, 2,299 clients provided their insight to help us improve the KS WIC experience. Fortunately, 50% of respondents reported they never have trouble attending appointments and 89% of total respondents are very likely or extremely likely to recommend WIC to friends or family. Additional feedback from clients included requests to change food packages, changes to the nutrition classes and clinic customer service concerns. We understand some of the requests from the clients are not possible due to USDA regulations, but this feedback will be used to help outreach efforts, updates to the program as well as potential training opportunities for staff to increase client satisfaction.

ACTION REQUIRED: Please share with all WIC Staff. See full results [here](#).

Breast Pump Bag Tags



The “Breast Pump Bag Tags” from the Kansas Breastfeeding Coalition (KBC) are designed to be put on breast pump bags to remind parents about breast milk storage guidelines and what to pack in the pump bag. The QR code is to the KBC [Pumping Tips](#) webpage which has additional ideas for improving their pumping experience along with information about finding local breastfeeding support. These 3x5 inch laminated tags are available from the KBC by email info@ksbreastfeeding.org. Distribution ideas for local WIC agencies:

- Put on WIC breast pump bags

- Give to WIC breastfeeding parents during one-on-one counseling, especially to those who are returning to work or school
- Ask local breast pump rental sites to put the tag on their pump bags

Please **do not** distribute these tags directly to the public (e.g. waiting areas, check-in counter, exhibits, information packets, etc.). Please give them to parents during individualized counseling.

Local WIC agencies may also request the following materials from the KBC at info@ksbreastfeeding.org :

- [Feeding Tips](#) cards
- [Breastfeeding 911 cards](#)
- [Do Not Disturb door hangers](#)

ACTION REQUIRED: Email info@ksbreastfeeding.org to request bag tags and other KBC materials.

Nutrition Assessment Committee

Thank you to all of those who applied to serve on the Nutrition Assessment Committee. We had a great response but could only select a few. We are pleased to announce the Nutrition Assessment Committee members:

Alicia Ramey, MS, RDN, LD, IBCLC	Cowley County; Winfield and Ark City Clinics
Alison Schutz, MS, RD, LD	Wyandotte County
Beverly Frizell, RD/LD, CBE	Barton, Pawnee, Rush, Stafford
Christy Rogers, RD LD	Cloud
Laura Grimmett RD, LD	Johnson County
Lisa Medrow, RDN, LD	state agency
Minerva Vazquez, RDN, LD	Reno
Patrice Thomsen, MS, RD, LD	state agency
Susan Lukwago, PhD, RD, LD	Seward

This committee is charged with reviewing other states' nutrition assessment process, travel to visit other states, and determine final nutrition assessment process for Kansas. The first committee meeting will be in June and we will keep you updated throughout the process.

ACTION REQUIRED: None.

KWIC Report Instructions

“[KWIC Report Instructions](#)” is a new page located on the Information for WIC Local Agencies webpage that provides several instruction sheets for how to run and use various KWIC reports. Each instruction sheet includes these sections: “What does the report do?” “How can I use this report?” “How do I run this report?” “How do I interpret this report?” and “What does the data mean/where is it pulled from?”

ACTION REQUIRED: Share with appropriate staff. If you have other reports you would like to see instruction sheets for, please notify Lisa Medrow at lisa.medrow@ks.gov.

FDA Announces Nutrition Facts Label Educational Campaign

The U.S. Food and Drug Administration recently announced the launch of the “[New Nutrition Facts label What’s In It For You?](#)” education campaign. This campaign is designed to increase awareness of the new Nutrition Facts label for packaged foods, which reflects updated scientific information, including the link between diet and chronic diseases such as obesity and heart disease. It is intended for the general population and sub-populations at increased risk of nutrition-related chronic disease.

The Nutrition Facts label educational campaign is part of the agency’s comprehensive, multi-year [Nutrition Innovation Strategy](#), which is designed to empower consumers with information to make informed food choices and encourages industry innovation toward healthier foods that consumers are seeking. The FDA is promoting the new Nutrition Facts label education campaign using fun new videos of food products receiving a make-over, posting their new looks via social media, and as part of a fashion show, modeling their new Nutrition Facts labels on the runway.

Along with promotional campaign materials to raise awareness with consumers, the FDA has developed additional new education materials such as new web-pages, fact sheets, downloadable materials, an interactive label website, online informational videos, middle and high school curricula, and continuing medical education modules.

This new content is expected to be used by consumers, healthcare professionals, registered dietitians, teachers and community leaders to assist consumers in making informed dietary choices for themselves and their families. The FDA is collaborating with other federal agencies, public health and consumer groups, professional associations, and industry groups to increase public awareness.

For additional information:

- [The New Nutrition Facts Label: What’s In It For You Campaign Landing Page](#)
- [What’s New with the Nutrition Facts Label?](#)
- [Social Media Toolkit](#)

ACTION REQUIRED: We encourage that staff (especially the LA Nutrition Services Coordinator) review the materials. Consider using aspects of the campaign – a bulletin board, using the Social Media Toolkit for your Health Department newsletter, Facebook, and Twitter activity. Maybe you have a student/intern who could do something with the campaign as an addition to what you already have in your nutrition education plan.

Thank you!



A big THANK YOU to the Local Agency staff members that took the time out of their busy day to participate in the Local Agency Management Evaluation Survey. Your responses will be very helpful in determining our next steps to increase the efficiency and effectiveness of our evaluation process. Teamwork makes the Dream work!!! Thanks again for everything that you do for our Kansas WIC families.

ACTION REQUIRED: None.

Educational Opportunities

All educational opportunities are now posted to the [KS WIC Training Webpage](#) and are updated monthly. See Educational Opportunities – April 2020.

ACTION REQUIRED: Share with staff.

If you have any questions regarding this memo, please contact the state staff member assigned to your agency.